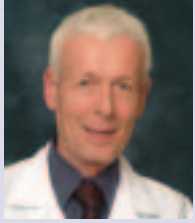


**Franz H. Messerli, MD**  
Director, Hypertension Program,  
St. Luke's and Roosevelt Hospitals



Franz H. Messerli, MD, is a cardiologist who specializes in hypertension and hypertensive cardiovascular disease. He manages a busy Manhattan clinical practice, heads a research lab and travels extensively as a guest lecturer and clinician. Dr. Messerli holds honorary membership in nine international cardiology and hypertension societies. He is a founder of The American Society of Hypertension and The Council of Geriatric Cardiology.

A prolific author, Dr. Messerli has written 20 books and monographs in addition to over 500 peer-reviewed publications. He sits on the editorial board of a number of professional periodicals, including American Journal of Cardiology, Today's Cardiology and Current Hypertension Reports.

Dr. Messerli attended medical school at the University of Bern, Switzerland, where he completed residencies in internal medicine and cardiology. After serving with the International Red Cross in Vietnam, he won a fellowship in hypertension cardiology at the Hotel Dieu Hospital, Montreal, Canada.

Before coming to St. Luke's-Roosevelt, Dr. Messerli served as the Director of Clinical Hypertension at the Ochsner Clinical Foundation in New Orleans, Clinical Professor of Medicine at Tulane University School of Medicine and advisor to the U.S. Food and Drug Administration. Dr. Messerli founded the St. Luke's-Roosevelt Hypertension Program in 2004.

**The Hypertension Program at  
St. Luke's-Roosevelt Hospital Center**  
1000 Tenth Avenue (at West 59th Street)  
New York, NY 10019  
212.492.5550

**About St. Luke's-Roosevelt** Our Hypertension Program is part of St. Luke's-Roosevelt Hospital Center, a major teaching affiliate of Columbia University College of Physicians and Surgeons. Each year more than 500 residents and post-doctoral fellows participate in graduate medical programs, attracted by our modern facilities, expert staff, and reputation as a leading academic and clinical training center.

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**Hypertension will kill  
300,000 Americans  
this year.**

**Make sure your patient isn't  
one of them.**

**St. Luke's-Roosevelt  
Hypertension Program**

**When hypertension is the  
problem, we have solutions.**



## Hypertension Death Rates Are Rising.

As a busy physician, you see a lot of patients with high blood pressure, and you do everything you can to educate, advise and treat patients with this dangerous condition.

Despite effective new medications, heightened public awareness, and enormous national spending—direct costs for high blood pressure are estimated at \$44 billion this year—outcomes for hypertensive patients are worse than ever.\*

- ♥ The age-adjusted death rate from hypertension rose 27% between 1992-2002.
- ♥ The death rate for hypertensive African American men soared to 50% in 2002.
- ♥ Hypertensive patients are 7 times more likely to have a stroke and 6 times more likely to develop congestive heart failure than normotensive patients.


As linked obesity, diabetes, heart disease, kidney problems and ESRD rise to alarming new levels, many physicians feel the need to take a more proactive approach to this growing health crisis.

Dr. Franz Messerli, Director of the St. Luke's-Roosevelt Hypertension Program in New York City, urges physicians to think of high blood pressure as a red flag. When a patient is consistently hypertensive, he suggests you:

**Start realistic therapy now.** Many patients are unable or unwilling to live up to the high expectations of lifestyle change, notes Dr. Messerli. He advises you to begin medical therapy immediately while encouraging patients to make positive life changes.

**Use combination therapies:** Two drugs in a low dosage, observes Dr. Messerli, are usually better tolerated than one drug in a high dose, and combined medications often enhance each other, decrease adverse side effects, and reduce different risk-factors in the same disease.

**Don't play the waiting game.** If therapy doesn't work within a reasonable time, change it. Dr. Messerli suggests you *up-titrate* double medication dosage if benefits are well-documented; *substitute* another drug if the first doesn't work; or *combine* one medication with a second to amp up effectiveness while minimizing side effects.



## When Do You Need The Support Of A Specialist?

Hypertension is stubborn. Even with the best of care, some patients do not respond to treatment: BP stays static, the mercury soars, or dangerous complications develop. Many physicians seek additional support when faced with challenges like:

- ♥ Resistant Hypertension: patients whose BP remains high even after—three or more—different medications.
- ♥ Secondary hypertension, or patients with comorbidities like heart disease, end-stage renal disease, obesity, diabetes and hyperlipidemia, or high-risk ethnic factors.
- ♥ Isolated systolic hypertension, a powerful predictor of stroke and heart attack. Successful treatment must balance lower systolic BP while maintaining safe diastolic levels of special concern for elderly patients with bradycardia.
- ♥ White coat hypertension. Is your patient only symptomatic in your office? Should you treat aggressively or not at all? Only supervised ambulatory diagnostics can answer this.
- ♥ Masked hypertension: your patient is consistently hypertensive at home, but not in your office. This little-diagnosed condition may affect up to one-third of all hypertensive people. Watch for target organ disease that doesn't jibe with blood pressure readings.
- ♥ "Nothing Works" Syndrome. You've educated and prescribed. You've advised, urged, begged and pleaded. Diet and exercise don't move the mercury. Neither do meds, though you've up-titrated, substituted and combined. In these cases, it may be time to get a second opinion.

### Call For A Complimentary Copy Of "Treatment of Hypertension" by Dr. Messerli.

Physicians, call Dr. Messerli at 212.523.7373 to discuss your hypertension cases, learn about our Program and plan treatment that's right for your patients. Be sure to ask for a free copy of "Treatment of Hypertension" by Dr. Messerli. This timely booklet is filled with practical information to help you manage your patients' hypertension.

### Contact Dr. Messerli for a patient appointment at:

Telephone: 212.492.5550

Fax: 212.492.5555

Email: [fmesserl@chpnet.org](mailto:fmesserl@chpnet.org)



## State-of-the-Art Hypertension Care For Your Patient

At the St. Luke's-Roosevelt Hypertension Program, we'll work closely with you to safely lower your patient's blood pressure. We offer cutting-edge hypertension therapy in a warm, caring environment—and your patient is personally overseen by international hypertension expert, Dr. Franz Messerli. Our unique Program provides your patient with:

- ♥ Multidisciplinary services from one of the nation's premier cardiac centers. Patients with difficult hypertension often need the care of many specialists. Under the auspices of our nationally renowned cardiac services, the St. Luke's-Roosevelt Hypertension Program seamlessly integrates the talents of top cardiologists, nephrologists, vascular surgeons and support staff.
- ♥ The latest hypertension diagnostics: 24-hour ambulatory blood pressure monitoring, dedicated ultrasonography, magnetic resonance, angiography and much more.
- ♥ Comprehensive risk-factor reduction. To pinpoint dangers and maximize treatment benefits, your patient is continuously monitored for total cholesterol, HDL cholesterol, LDL cholesterol, triglycerides, CRP, lipoprotein A and homocysteine.
- ♥ Clinical trials that offer real hope. We are the only hypertension program in the country to test a new implantable device that may soon provide drug-free hypertension control. Ongoing research protocols make St. Luke's-Roosevelt an innovator in hypertension science and it's practical application.
- ♥ Compliance strategies that work. Dr. Messerli develops flexible, personalized strategies that empower hypertensive patients and bolster compliance.

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